Amendment to the Claims

In the Claims:

        Please amend Claims 18 and 24 as follows:

        1. (Previously Presented) A method for selectively displaying an additional content in a Web page based on an available display area, comprising the steps of:

        (a)   automatically detecting dimensions of the available display area;

        (b)   automatically determining whether the additional content and a primary content can both be fully displayed in a single Web page in the available display area without requiring scrolling in more than one direction and without requiring a modification of either the primary or the additional content that results in either the primary or the additional content being perceived in less than its entirety on the single Web page, said additional content not being necessarily related to the primary content; and if so,

        (c)   displaying the additional content and the primary content; else

        (d)   displaying only the primary content.

        2. (Original) The method of Claim 1, wherein the available display area comprises an area defined by a browser window produced by a browser program; and wherein the step of detecting the dimensions of the available display area includes the steps of:

        (a)   detecting properties of the browser program that produced the browser window;

        (b)   providing instructions compatible with the detected properties of the browser program; and

        (c)   executing the instructions to automatically detect the dimensions of the browser window.

        3. (Original) The method of Claim 2, wherein the step of automatically determining occurs when the browser window is initially displayed by the browser program.

        4. (Original) The method of Claim 2, wherein the step of automatically determining comprises the step of storing a pointer to a previously defined event handler used by the browser program.

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5. (Original) The method of Claim 4, wherein the previously defined event handler responds to at least one of initially displaying content in the browser window, and resizing the browser window.

6. (Original) The method of Claim 5, wherein the step of displaying only the primary content comprises the step of executing the previously defined event handler.

7. (Original) The method of Claim 1, wherein the step of automatically determining comprises the step of automatically determining if at least one dimension of the available display area is sufficient to display the additional content.

8. (Original) The method of Claim 5, further comprising the step of responding to a change in the available display area by again automatically determining whether the additional content and the primary content can both be fully displayed in the available display area without requiring scrolling in more than one direction.

9. (Original) The method of Claim 1, wherein the step of automatically determining comprises the step of iteratively automatically determining whether a further additional content can be fully displayed with the primary content and a previous additional content in the available display area without requiring scrolling in more than one direction.

10. (Original) The method of Claim 1, wherein the step of displaying the additional content and the primary content comprises the steps of:

      (a)   determining whether the additional content was previously downloaded from a remote storage; and if not,

      (b)   retrieving the additional content from the remote storage and displaying both the primary content and the additional content; else

      (c)   displaying both the primary content and the additional content that was previously downloaded from the remote storage.

11. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in Claim 1.

12. (Previously Presented) A method for controlling display of a Web page on a device, comprising the steps of:

      (a)   automatically determining an available display area for displaying a content of the Web page on the device;

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(b)   automatically determining a combination of different portions of the content that can be fully displayed in a single Web page in the available display area without requiring scrolling in more than one direction and without requiring a modification of the content that results in the content being perceived in less than its entirety on the single Web page, said step of automatically determining the combination of different portions of the content comprising at least one of the steps of:

(i)   automatically converting a portion of the content into a moving image within the available display area; and

(ii)   automatically subdividing a portion of the content into subportions that are displayed sequentially within the available display area; and

(c)   displaying only the portion of the content that can be fully displayed in the available display area without scrolling in more than one direction and without requiring a modification of the content that results in the content being perceived in less than its entirety.

13. (Original) The method of Claim 12, further comprising the step of dividing the Web page into discrete content modules that are selectively displayable.

14. (Original) The method of Claim 12, wherein the step of determining the portion of the content that can be fully displayed in the available display area without requiring scrolling in more than one direction comprises the step of prioritizing different portions of the content based on an order of importance, said different portions of the content corresponding to specific areas of the Web page that are selectively displayed as a function of the available display area.

15. (Original) The method of Claim 14, wherein the step of prioritizing comprises the step of ranking the different portions of the content according to their importance in conveying information on the Web page.

16. (Original) The method of Claim 12, wherein the step of automatically determining the portion of the content that can be fully displayed in the available display area without requiring scrolling in more than one direction, comprises the steps of:

(a)   detecting a respective share of the available display area required by each portion of the content; and

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(b)   automatically determining a combination of different portions of the content that are displayable in the display area, based upon the respective share of the display area required by each different portion of the content.

17. (Previously Cancelled)

18. (Currently Amended)   A method for providing an additional content to a browser program for display in a browser window without requiring scrolling in more than one direction to fully display the additional content, comprising the steps of:

(a)   automatically detecting properties that identify the browser program;

(b)   automatically determining instructions that are compatible with the browser program, to display at least a portion of the additional content without scrolling in more than one direction and without requiring a modification of the at least the portion of the additional content that results in said at least the portion of the additional content being perceived in less than its entirety on a single Web page, based on an available display area in the browser window; and

(c)   communicating the instructions to the browser program, said instructions causing the additional content to be fully displayed only if possible to do so without requiring scrolling in more than one direction and without requiring a modification of the additional content that results in said at least the portion of the additional content being perceived in less than its entirety on the single Web page, wherein said additional content is not necessarily related to the primary content.

19. (Original)   The method of Claim 18, wherein the step of automatically detecting comprises the step of parsing a request from the browser program for content to be displayed by the browser program, to determine information that identifies the browser program.

20. (Original)   The method of Claim 18, wherein the step of automatically determining comprises the steps of:

(a)   determining a type of the browser program being used from the set of properties; and

(b)   selecting specific instructions written to be implemented by the type of the browser program being used.

21. (Original)   The method of Claim 18, wherein the step of communicating comprises the steps of:

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(a)   obtaining the instructions that are compatible with the browser program;

(b)   upon receiving a request for a content from the browser program, providing a response that includes at least a portion of the content requested and the instructions; and

(c)   conveying the response to the browser program.

22. (Previously Presented) A system for displaying a Web page and selectively displaying an additional content, based on an available display area, comprising:

(a)   a memory adapted to store data and machine instructions;

(b)   a processor coupled to the memory, said processor controlling storage of data in the memory and executing the machine instructions to implement a plurality of functions;

(c)   a persistent storage device, coupled to the processor and the memory, on which are stored machine instructions, which when executed by the processor, cause it to selectively fully display a primary content of a Web page and the additional content without requiring scrolling in more than one direction and without requiring a modification of either the primary or the additional content that results in either the primary or the additional content being perceived in less than its entirety on the Web page, said additional content not being necessarily related to the primary content; and

(d)   a display on which said primary content and said additional content are rendered in accord with the machine instructions, said display being controlled by the processor, said plurality of functions implemented by the processor executing the machine instructions including:

(i)   detecting dimensions of the available display area;

(ii)   selectively displaying both the primary content and the additional content, if the primary content and the additional content are fully displayable without scrolling in more than one direction; and if not,

(iii)   displaying only the primary content.

23. (Original) The system of Claim 22, wherein the machine instructions that cause the processor to selectively display the additional content are downloaded to the memory over a computer network.

24. (Currently Amended) A system for displaying a Web page and selectively displaying an additional content, based on an available display area, comprising:

(a)   a remote computer operatively connected to a communication network, said remote computer including a processor, and a memory in which machine instructions are stored that when executed by the processor while the remote computer is coupled in communication with a client device, carry out a plurality of functions, including:

(i)   identifying a client browser program running on the client device;

(ii)   determining machine instructions that are compatible with the client browser program, for causing the client browser program to fully display at least a selected portion of the additional content without scrolling in more than one direction and without requiring a modification of the additional content that results in at least the selected portion of the additional content being perceived in less than its entirety, based on the available display area on the client device; and

(iii)   communicating the machine instructions to the client browser program; and

(b)   a client device operatively connected in communication with the remote computer over said communication network, the client device including a display, a processor, and a memory in which instructions are stored, said instructions, when executed by the processor in the client device, carrying out a plurality of functions, including:

(i)   communicating said client browser properties to said remote computer when requesting a primary content of a Web page from said remote computer;

(ii)   receiving said primary content and said machine instructions from said remote computer;

(iii)   detecting dimensions of an available display area on the client device;

(iv)   determining whether the additional content and the primary content can both be fully displayed in the available display area without requiring scrolling in more than one direction and without requiring a modification of at least the portion of the additional content that results in at least the selected portion of the additional content being perceived in less than its entirety, wherein said additional content is not necessarily related to the primary content; and if so

(v)   displaying at least the selected portion of the additional content and the primary content on the display of the client device; else

(vi)   displaying only the primary content on the display of the client device.

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25. (Previously Presented) A computer-readable medium having a computer-executable component for selectively displaying an additional content in a Web page based on an available display area, wherein said component is integral with a browser program in which the Web page is displayed, said computer-executable component causing a plurality of functions to be carried out when executed by a computer, including:

(a)   automatically determining whether an additional content and a primary content can both be fully displayed in a single Web page in an available display area without requiring scrolling in more than one direction and without requiring a modification of either the primary or the additional content that results in either the primary or the additional content being perceived in less than its entirety on the single Web page, said additional content not being necessarily related to the primary content; and if so,

(b)   displaying the additional content and the primary content; else

(c)   displaying only the primary content.